

**MASTER
NEGATIVE
NO. 94-82277-1**

COPYRIGHT STATEMENT

The copyright law of the United States (Title 17, United States Code) governs the making of photocopies or other reproductions of copyrighted materials including foreign works under certain conditions. In addition, the United States extends protection to foreign works by means of various international conventions, bilateral agreements, and proclamations.

Under certain conditions specified in the law, libraries and archives are authorized to furnish a photocopy or other reproduction. One of these specified conditions is that the photocopy or reproduction is not to be "used for any purpose other than private study, scholarship, or research." If a user makes a request for, or later uses, a photocopy or reproduction for purposes in excess of "fair use," that user may be liable for copyright infringement.

The Columbia University Libraries reserve the right to refuse to accept a copying order if, in its judgement, fulfillment of the order would involve violation of the copyright law.

Author:

Franklin Automobile
Company

Title:

The Franklin car

Place:

Syracuse

Date:

[1917]

94-82277-1

MASTER NEGATIVE #

COLUMBIA UNIVERSITY LIBRARIES
PRESERVATION DIVISION

BIBLIOGRAPHIC MICROFORM TARGET

ORIGINAL MATERIAL AS FILMED - EXISTING BIBLIOGRAPHIC RECORD

BUSINESS

318

F85

Franklin automobile company, Syracuse, N. Y.
The Franklin car. Syracuse, N. Y., Franklin
automobile company, 1917,
19 l. illus.

RESTRICTIONS ON USE:

TECHNICAL MICROFORM DATA

FILM SIZE: 35mm

REDUCTION RATIO: 12:1

IMAGE PLACEMENT: IA (IIA) IB IIB

DATE FILMED: 11-18-94

INITIALS: KLB

TRACKING # :

MSH 02998

FILMED BY PRESERVATION RESOURCES, BETHLEHEM, PA.



2.0 mm

ABCEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

1.5 mm

ABCEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890



PM-MGP 13"x18" METRIC GENERAL PURPOSE TARGET PHOTOGRAPHIC



200 mm

150 mm

100 mm

1.0 mm

1.5 mm

2.0 mm

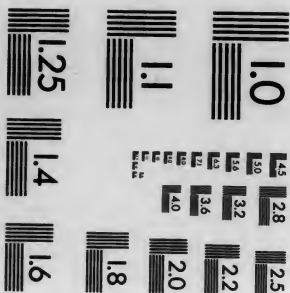
2.5 mm

ABCEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

ABCEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

ABCEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

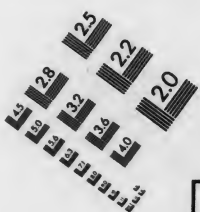
ABCEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890



A5

A4

A3



1303 Geneva Avenue
St. Paul, MN 55119

PRECISIONSM RESOLUTION TARGETS

ABCEFGHIJKLMNOPQRSTUVWXYZ

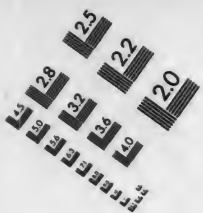
abcdefghijklmnopqrstuvwxyz

1234567890

4.5 mm

3.5 mm

ABCEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890



D318-F85

FRANKLIN MOTOR CAR COMPANY.

THE FRANKLIN CAR.

Columbia University
in the City of New York

THE LIBRARIES



School of Business

Columbia University
School of Business Library

MAY 28 1941

The
FRANKLIN
CAR

FRANKLIN MOTOR CAR CO.,
1830 BROADWAY,
NEW YORK

The FRANKLIN CAR

COLUMBIA
UNIVERSITY
LIBRARY

FRANKLIN AUTOMOBILE COMPANY
SYRACUSE, N.Y.

89P267745

FRANKLIN TOURING CAR

A full-size, five-passenger car.
One-man top and Always Ready
curtains of Neverleek fabric.
Removable attachments facilitate
opening and closing the doors
with the curtains in position.
Upholstered in hand-buffed.

straight-grain, black leather with
semi-bright finish.
Color, Brewster green.
Body, hood and mudguards are
aluminum.
Body designed so that a light, de-
tachable winter top can be fitted.

Adjustable two-glass windshield,
with one-piece standards.
Provision is made for securing
luggage trunk to running board.
Goodyear or Goodrich cord tires.
Weight, 2280 pounds. Price,
\$1950 F. O. B. Syracuse, N. Y.



FRANKLIN TOURING CAR

Upolstered in hand - buffed.
opening and closing the doors
with the curtains in position.
Removable attachments facilitate
curtains of Newelock fabric.
One-man top and Always Ready
A full-size, five-passenger car.

tachable winter top can be fitted.
Body designed so that a light de-
aluminum
Body, hood and mudguards are
Color, Brewster green.
semi-bright finish.
straight-grain, black leather with

FRANKLIN TOURING CAR

Weight, 3280 pounds. Price,
Goodyear or Goodyear cord tires.
Incase trunk to running board.
Provision is made for securing
with one-piece mudguards.
Adjustable two-glass windshield.

\$1920 F. O. B. Syracuse, N. Y.

44729193

FRANKLIN FOUR-PASSENGER ROADSTER

A compact four-passenger car. One-man top and Always Ready curtains made of olive khaki-twill mackintosh. Removable attachments facilitate opening and closing the doors with the curtains in position. Front seats are Pullman swiveling and tilting type, that permit

free access to the passenger compartment. Upholstered in black box calf, applied in straight English plaits. Color, olive brown for body and wheels; black for axles; all with dull finish. Body, hood and mudguards are aluminum.

Body designed so that a light, detachable winter top can be fitted. Adjustable two-glass windshield, with one-piece standards. Provision is made for attaching luggage trunk to running board. Goodyear or Goodrich cord tires. Weight, 2280 pounds. Price, \$1950 F. O. B. Syracuse, N. Y.

ing and tilting type that permit
 Front seats are Pullman twist-
 with the curtains in position.
 Removable attachments facilitate
 opening and closing the doors
 Color, olive brown for body and
 wheels; black for axles; all with
 polished in black box call, ap-
 partment.
 free access to the passenger com-
 Body designed so that a light, de-
 adjustable winter top can be fitted.
 Adjustable two-glass windshield.
 with one-piece standards.
 Provision is made for attaching
 luggage trunk to running board.
 Goodyear or Goodyear cord tires.
 Weight 3280 pounds. Price
 \$1920 F. O. B. Syracuse, N. Y.

FRANKLIN FOUR-PASSENGER ROADSTER



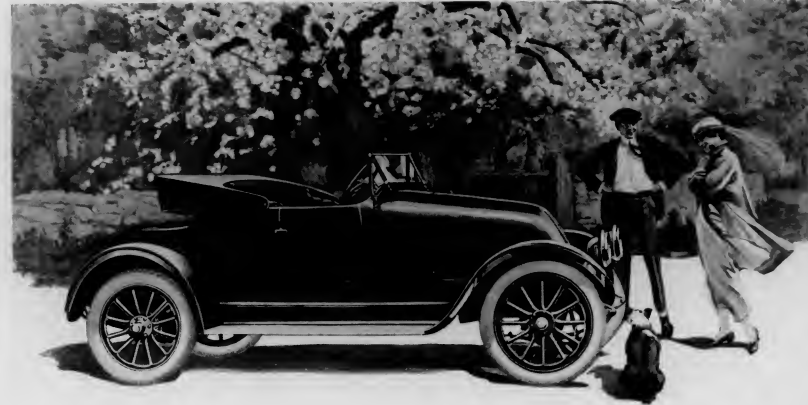
FRANKLIN FOUR-PASSENGER ROADSTER

FRANKLIN RUNABOUT

A two-passenger car.
One-man top and Always Ready
curtains of Neverleek fabric.
Removable attachments facilitate
opening and closing the doors
with the curtains in position.
Upholstered in hand-buffed,

straight-grain, black leather with
semi-bright finish.
Color, Brewster green.
Body, hood and mudguards are
aluminum.
Body designed so that light, de-
tachabie winter top can be fitted.

Adjustable two-glass windshield,
with one-piece standards.
Provision is made for attaching
luggage trunk to running board.
Goodyear or Goodrich cord tires.
Weight, 2160 pounds. Price,
\$1900 F. O. B. Syracuse, N. Y.



FRANKLIN RUNABOUT

FRANKLIN RUNABOUT

Adjustable two-glass windshield, with one-piece standard. Provision is made for attaching luggage trunk to running board. Goodbye to Goodrich and tires. Weight 2100 pounds. Price \$1200 F. O. B. Syracuse, N. Y.

straight-stain, black leather with semi-bright finish. Color, Brewster green. Body, hood and mudguards are aluminum. Hoods designed so that light de-

Upolstered in hand-buffed, removable attachments facilitate opening and closing the doors with the curtains in position. One-man top and Always Ready curtains of Nevelock fabric. A two-passenger car.

FRANKLIN CABRIOLET

Offset seat for three and an auxiliary seat facing the rear.
Top is built under an English patent known as "Pliable" construction.
Quarter windows on each side which, with rear windows and door windows, drop into the

body. Top collapses with but little overhang at the rear.
Upholstered in dark green, hand-buffed, pebble-grain leather; top lining of green Edredon.
Painting is Brewster green.
Body, hood and mudguards are aluminum.

Adjustable two-glass windshield, with one-piece standards.
Provision is made for securing luggage trunk to running board.
Goodyear or Goodrich cord tires.
Weight, 2485 pounds. Price, \$2750 F. O. B. Syracuse, N. Y.

FRANKLIN CABRIOLET

Adjustable two-glass windshield.
with one-piece standard.
Provision is made for securing
passage trunk to running board.
Goodness or Goodrich cord tires.
Weight 2482 pounds. Price
\$3250 F. O. B. Syracuse, N. Y.

body. Top collapses with but
little overhang at the rear.
Upholstered in dark green hand-
tufted, pebble-grain leather; top
lining of green Etonian.
Painting is Brewster Green.
Body, hood and mudguards are
aluminum.
Quarter windows on each side
which, with rear windows and
door windows, drop into the
strut.
Top is built under an English
patent known as "Liable" con-
struction.
Offset seat for three and an aux-
iliary seat facing the rear.



FRANKLIN CABRIOLET

A condensed four-passenger car for personal driving. Front seats of the Pullman swiveling and tilting type. Upholstered in neutral green, low-napped Edredon, with silk shades and draperies to match. French gray silver trimmings of exclusive design. Color, Brewster green for body and chassis, and black for super-body. Interior appointments consist of Perfection window regulators,

FRANKLIN BROUGHAM

combination coat rail pull-to-handles on doors, hat and luggage rack, coat hooks, umbrella holder, dome and corner reading lamps in Tiffany glass, robe cords and grab handles, silk shades and draped curtains, ladies' companion and men's smoking set in mahogany, bouquet holder, mahogany tray with ash receivers mounted above cowl. Body, hood and mudguards are aluminum.

Rothchild body panel construction that dispenses with all joint moldings. Body built with V-front, composed of two adjustable windshields, affording wide and unobstructed vision and the least wind resistance. Provision is made for securing luggage trunk to running board. Goodyear or Goodrich cord tires. Weight, 2575 pounds. Price \$2800 F. O. B. Syracuse, N. Y.

23800 R. O. B. Syracuse, N. Y.
 Weight 3275 pounds Price
 Goodyear or Goodyear cord tires
 luggage trunk to running board
 provision is made for securing
 wind resistance.
 shades and draped curtains is
 dies, companion and men's smok-
 ing lamps in Tiffany glass, rope
 cords and grab handles, silk
 upholstered in neutral green
 cling and tilting type.
 Front seats of the Pullman swiv-
 eling and tilting type.
 for personal driving.
 A condensed four-passenger car

FRANKLIN BROUGHAM

aluminum.
 Recreators mounted above cowl.
 holder, mahogany tray with ash
 ing act in mahogany, powder
 exclusive design.
 French gray silver trimmings of
 shades and draperies to match.
 low-backed cushions with silk
 Upholstered in neutral green
 cling and tilting type.
 Front seats of the Pullman swiv-
 eling and tilting type.
 for personal driving.
 A condensed four-passenger car



FRANKLIN BROUGHAM

Seats five passengers.
Front seats are of the Pullman
swiveling and tilting type.
Upholstered in neutral green,
low-napped Edredon, with silk
shades and draperies to match.
French gray silver trimmings of
exclusive design.
Color, Brewster green for body
and chassis, and black for super-
body.
Interior appointments consist of
Perfection window regulators,

combination coat rail pull-to
handles on doors, hat and lug-
gage rack, coat hooks, umbrella
holder, dome and corner reading
lamps in Tiffany glass, robe cords
and grab handles, silk shades and
draped curtains, ladies' compan-
ion and men's smoking set in
mahogany, bouquet holder, ma-
hogany tray with ash receivers
mounted above cowl.
Body, hood and mudguards are
aluminum.

FRANKLIN SEDAN

Rothchild body panel construc-
tion that dispenses with all joint
moldings.
Body built with V-front, com-
posed of two adjustable wind-
shields, affording wide and un-
obstructed vision and the least
wind resistance.
Provision is made for securing
luggage trunk to running board.
Goodyear or Goodrich cord tires.
Weight, 2610 pounds. Price,
\$2850 F. O. B. Syracuse, N. Y.

\$2830 F. O. B. Syracuse, N. Y.
Weight 3610 pounds. Price
Goodrich or Goodyear cord tires.
Luggage trunk to running board.
Provision is made for securing
wind resistance.
dashboards, curtains, jacket, com-
pact and men's smoking set in-
cluded. Body built with V-front com-
pact of two adjustable wind
shield, folding wide and in-
terior that dispenses with all joint
rotation and dispensing with all joint

FRANKLIN SEDAN

combination coat, tail built-to
handles on doors, hat and lug-
gage rack, coat hooks, upholstering
holder, dome and corner reading
lamps in Tiffany glass, rope cords
and tarp handles, silk, combi-
nation and men's smoking set in-
cluded. Body built with V-front com-
pact of two adjustable wind
shield, folding wide and in-
terior that dispenses with all joint
rotation and dispensing with all joint

Selection window regulators,
interior appointments consist of
body, hood and mudguards are
mounted above cowl.
hose, tray with ash receivers
hose, tray with ash receivers
Color, Brewster Green for body
and chassis, and black for under-
body.
Exclusive design.
French gray silver trimmings of
shades and draperies to match.
Upholstered in neutral green,
swiveling and tilting type.
Front seats are of the Fullman
Seats five passengers.



FRANKLIN SEDAN

A seven-passenger car. Two auxiliary seats face the rear and fold into the front partition when not in use. Upholstery of passenger compartment, fawn-colored mohair plush fabric, known as Mohco, with silk shades and draperies to match; driver's compartment, hand-buffed, straight-grain, black leather. French gray silver trimmings of exclusive design. Color, Brewster green for body and chassis; black for super-body.

FRANKLIN TOWN CAR

Appointments consist of Perfection window regulators, combination coat rail pull-to handles on doors, hat and luggage rack, coat hooks, umbrella holder, dome and corner reading lamps in Tiffany glass, silk shades and draped curtains, ladies' companion and men's smoking set in mahogany, bouquet holder. Body, hood and mudguards are aluminum. Rothchild body panel construc-

tion that dispenses with all joint moldings. Concealed leather awning is provided for the driver in stormy weather. Adjustable two-glass windshield, with one-piece standards. Provision is made for attaching luggage trunk to running board. Goodyear or Goodrich cord tires. Weight, 2610 pounds. Price, \$3100 F. O. B. Syracuse, N. Y.

\$3100 F. O. B. Syracuse, N. Y.
 Weight, 2610 pounds. Price,
 includes trunk, to running board.
 Goodrich or Goodyear cord tires.
 Provision is made for attaching
 with one-piece standards.
 Adjustable two-glass windshield,
 weather.
 Aided for the driver in stormy
 Concealed leather awning is pro-
 moidings.
 tion that dispenses with all joint
 appointments consist of Perfect-
 tion window regulators, combina-
 tion coat rail built-to handles on
 hooks, umbrella holder in Tiffany
 corner reading lamp, dome and
 glass, silk shades and dished cut-
 tains, ladies' companion and
 men's smoking set in mahogany,
 poundnet holder.
 Body, hood and mudguards are
 aluminum.
 Rotapill body panel construc-

FRANKLIN TOWN CAR

and chassis; black for suber-body.
 Color, Brewster black for body
 leather. French gray silver
 hand-puffed straight-grain, black
 m a t c h; driver's compartment
 with silk shades and daperies to
 partition, lawn-colored mohair
 Upholstery of passenger com-
 in use.
 into the front partition when not
 ilarly seats face the rear and fold
 A seven-passenger car. Two aux-



FRANKLIN TOWN CAR

A seven-passenger car. Two auxiliary seats face the rear and fold into the front partition when not in use.
Upholstery of passenger compartment, neutral green, low-napped Edredon, with silk shades and draperies to match; driver's compartment, hand-buffed, straight-grain, black leather. French gray silver trimmings of exclusive design.
Color, Brewster green for body

and chassis; black for super-body.
Appointments consist of Perfection window regulators, combination coat rail pull-to handles on doors, hat and luggage rack, coat hooks, umbrella holder, dome and corner reading lamps in Tiffany glass, silk shades and draped curtains, ladies' companion and men's smoking set in mahogany, bouquet holder.

FRANKLIN LIMOUSINE

Body, hood and mudguards are aluminum.
Rothchild body panel construction that dispenses with all joint moldings.
Adjustable two-glass windshield, with one-piece standards.
Provision is made for attaching luggage trunk to running board Goodyear or Goodrich cord tires.
Weight, 2620 pounds. Price, \$3100 F. O. B. Syracuse, N. Y.

2190 R. O. B. Spencer, N. Y.
Weight, 2650 pounds. Price,
\$4000.00. Goodrich cord tires.
Luggage trunk to running board.
Provision is made for attaching
with one-piece steering
Adjustable two-glass windshield.
moldings.
tion that dispenses with all joint
Reinforced body panel construction.
aluminum.
Body, hood and mudguards are

FRANKLIN LIMOUSINE

and chassis; black for super-
body.
Appointments consist of Portec-
tion window regulators combined
tion coat rail pull-to handles on
doors, hat and luggage rack, coat
books, umbrella holder, dome and
corner reading lamps in Tiffany
glass, silk shades and draped cur-
tains. Ladies' companion and
men's smoking set in mahogany
product holder.

Color, Brewster Green for body
exclusive design.
French gray silver trimmings of
straight grain, black leather
er's compartment, hand-puffed,
and drape to match; drive-
books, hat and luggage rack, coat
doors, hat and luggage rack, coat
books, umbrella holder, dome and
corner reading lamps in Tiffany
glass, silk shades and draped cur-
tains. Ladies' companion and
men's smoking set in mahogany
product holder.



FRANKLIN LIMOUSINE

ENGINE. Horse Power—25.3.
Cylinders—Six, $3\frac{1}{4} \times 4$ inches,
cast individually.
Valves—In head, enclosed.
Pistons—Aluminum.
Crank Shaft Bearings—Seven,
plain.
Cooling—Air-cooled by direct ap-
plication of separate currents
of air to each cylinder.
Oiling—Force feed, recirculating
type.
Oil Capacity— $1\frac{1}{2}$ gallons.
Ignition System—Special Atwa-
ter Kent, with platinum-irri-
dium breaker points.
Control—Throttle control by
lever at top of steering post;
also foot accelerator. Spark ad-
vance automatically regulated.
CLUTCH. Type—Multiple disc,
running in oil.
TRANSMISSION. Type—Se-
lective.
Three forward speeds and reverse.
DRIVE. Rear Axle Gear Reduc-
tion—3.92 to 1.
AXLES. Front—Tubular; 100%
Radio-Thrust ball bearings.
Rear—Semi-floating. Spiral bevel
gear and pinion of nickel steel.
WHEELS, TIRES. Open Cars—
Front and Rear Tires, 32×4 in.

SPECIFICATIONS

Enclosed Cars—Front and Rear
Tires, $33 \times 4\frac{1}{2}$ inches. Good-
rich Silvertown cord, or
Goodyear cord.
Rims—Quick-detachable Good-
year, straight side.
SPRINGS. Type—Full-elliptic
front and rear.
Dimensions— $36 \times 1\frac{3}{4}$ inches.
BRAKES. Service—Double-act-
ing, contracting band brake on
transmission brake drum.
Emergency—Double-acting con-
tracting band brakes on rear
wheel brake drums.
STEERING. Type—Worm and
gear.
Location—Left, with center con-
trol.
WHEEL BASE. Length—115
inches. Tread—56 inches.
GASOLINE TANK. Location—
Rear of frame. Stewart Vac-
uum System feed.
Capacity—13½ gallons, total. Main,
12 gallons; reserve, 1½ gallons.
BODY. Material—Sheet alumi-
num on second growth ash
framework.
Top—Open cars equipped with
one-man top and Collins Al-
ways Ready curtains, with door
curtain openers. Also ironed to

receive light demountable win-
ter top. Enclosed bodies have
Rothchild type upper panels.
ELECTRIC STARTER. Dyneto
direct-connected lighting and
starting unit.
ELECTRIC LIGHTING. Open
Cars—Electric headlights with
double bulb equipment for in-
tense lighting and dim lighting.
Tail light, inspection light,
panel light, speedometer light.
Enclosed Cars—Electric head-
lights with double bulb equip-
ment for intense lighting and
dim lighting. Tail light, inspec-
tion light, panel light, speed-
ometer light, and step light.
Dome light and corner reading
lights in Tiffany glass.
EQUIPMENT. Adjustable two-
glass type, with one-piece
dropped-forged standards. Se-
dan and Brougham have V-
front with double windshields.
Speedometer—Warner, driven
from transmission shaft by
worm and gear.
Timepiece—Waltham.
Kellogg power tire pump.
Single tire carrier on rear.
Full set of tools, including jack
and tire repair kit.

COLUMBIA UNIVERSITY LIBRARIES



0044266863

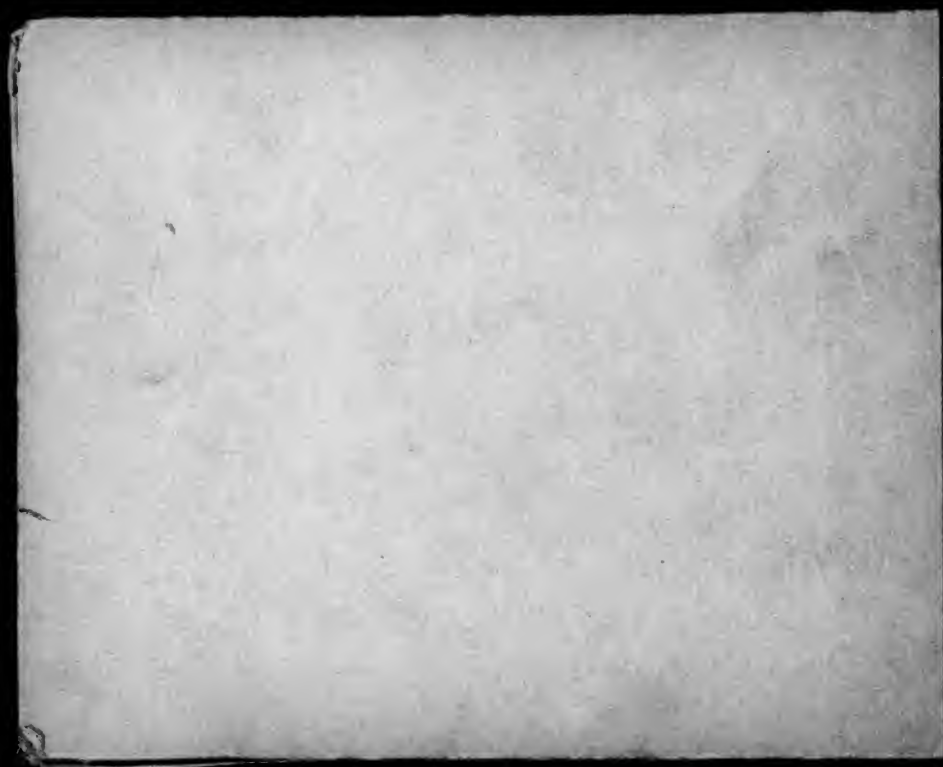
MSH 02998

NEH

AUG 29 1994

F85

D318



**END OF
TITLE**